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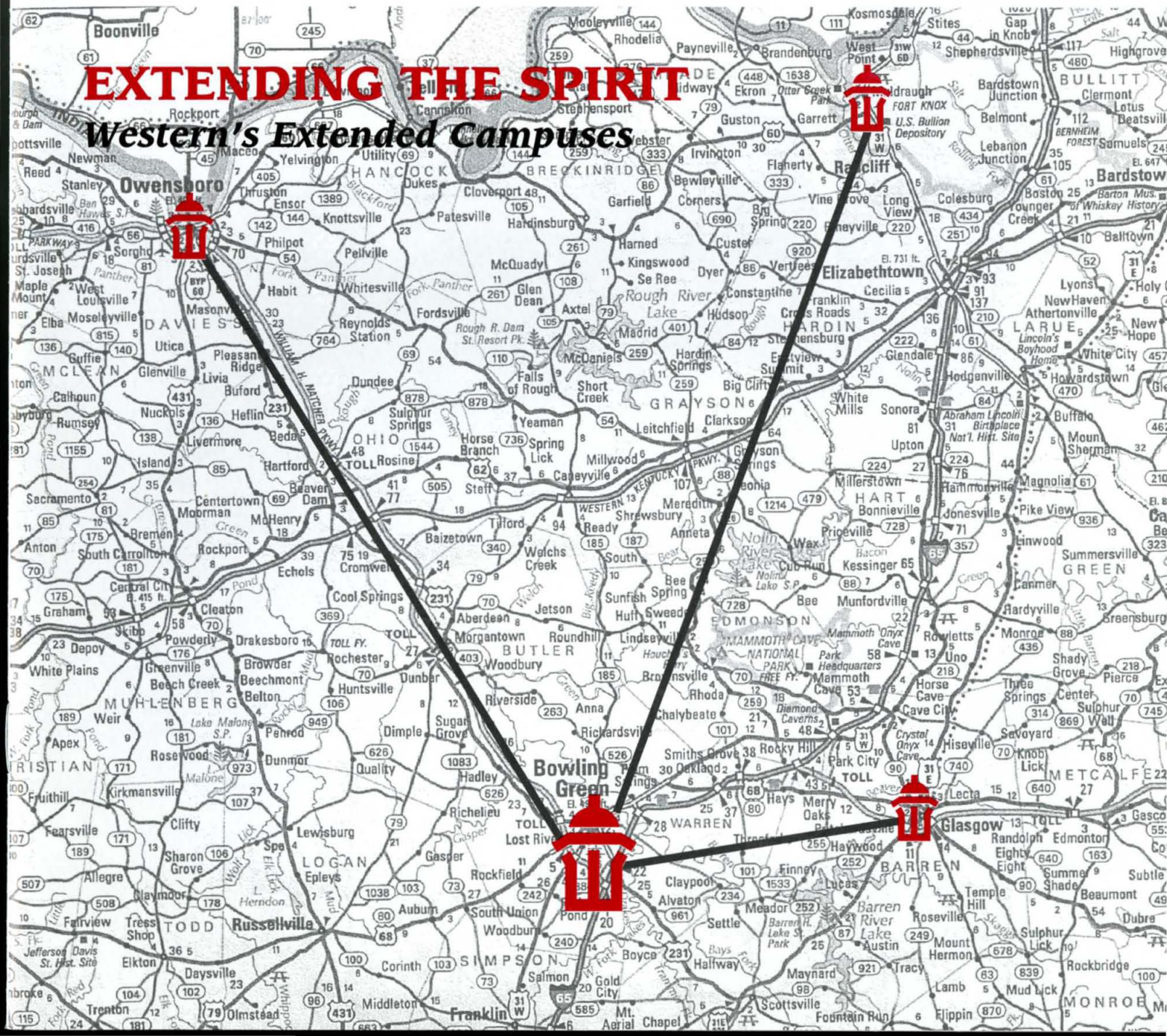
On Campus



MAGAZINE FOR FACULTY, STAFF & FRIENDS OF WKU

VOL. 10, NO. 8 • DEC. '00/JAN. '01

EXTENDING THE SPIRIT *Western's Extended Campuses*



*Santa, Julie and Gary Ransdell
invite all WKU faculty and staff to a*
Holiday Reception



***Friday, Dec. 8
From 3 to 5 p.m.
in the Lobby of
Wetherby Administration Building***

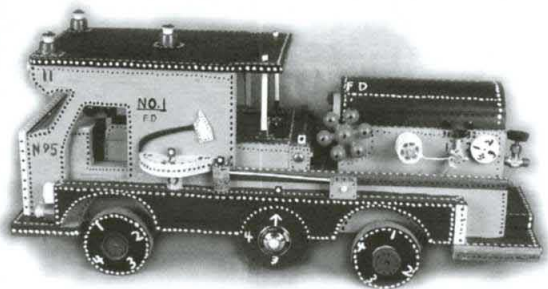
*Canned food will be accepted at the door
for the less fortunate, if you'd like to contribute.*

***Big Red Shuttles will go from Diddle Arena to the top of the hill
during the entire reception.***



On Campus

Magazine for Faculty, Staff and Friends of WKU Vol. 10, No. 8 • Dec. '00/Jan. '01



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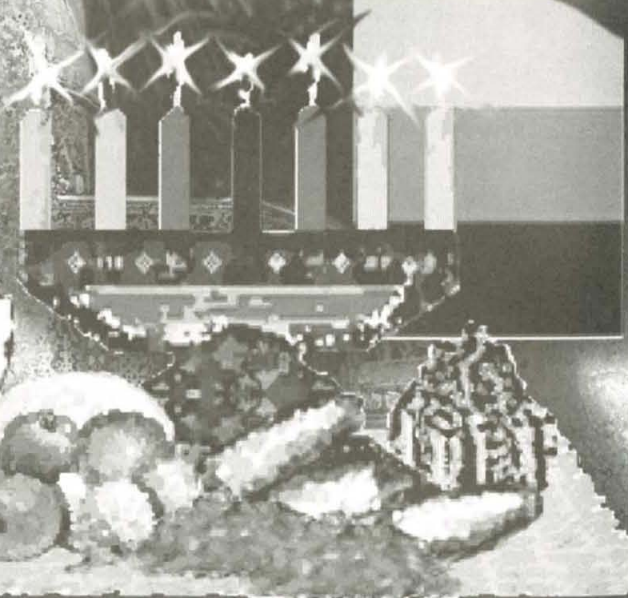
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Global Goodwill

BY KENESHA N. JOHNSON

A SEASON OF CELEBRATION AROUND THE WORLD

When we think of Christmas, traditions like sitting down to a big feast, exchanging gifts under the Christmas tree, or kissing that special someone under the mistletoe come to mind. Many other cultures also have celebrations during the same time as Christmas, but with different rituals and for different reasons.

Kwanzaa

C.J. Woods, Director of Minority Student Support Services, said the African celebration of Kwanzaa is celebrated from Dec. 26-Jan. 1, and began in 1966 by Maulana Karenga, a black studies professor and activist.

Woods said that Kwanzaa, which means "first fruits of the harvest," is a time for African-Americans to reaffirm their commitments to themselves, their families, and their communities.

"Kwanzaa is a celebration that provides spiritual renewal, but it doesn't replace the Christian holiday of Christmas; it strengthens it," he said.

Kwanzaa has seven principles. They are African terms, and each one has special significance to the African-American community.

Umoja means unity. Unity means to strive for and maintain unity in the family, community, nation, and race.

Kujichagulia—self-determination. It means to define ourselves, name ourselves, create for ourselves, and speak for ourselves.

Ujima—collective work and responsibility—to build and maintain our community together and

make our sisters' and brothers' problems our problems and to solve them together.

Ujamaa—cooperative economics—to build and maintain our own stores, shops, and other businesses together.

Nia—purpose—to make our collective vocation the building of our community to restore our people to their traditional greatness.

Kuumba—creativity—to do as much as we can to leave our community more beautiful and beneficial than when we inherited it.

Imani—faith—to believe with our hearts in our people, our parents, our teachers, our leaders and the righteousness, and victory of our struggle.

During Kwanzaa, gifts are exchanged, but they don't necessarily have to be store-bought. They can be possessions that a person holds dear to his or her heart that he or she wants to share with another person. It is not uncommon for the gifts to be homemade. Woods said that this is not strictly a celebration for African-Americans. "Other cultures can celebrate Kwanzaa because the spirit is holistic in nature."

Every year Western has its own Kwanzaa celebration sponsored by Minority Student Support Services and African-American Studies.

Hanukkah

Jewish communities celebrate Hanukkah. Hanukkah means Dedication.

Hanukkah is important to Jews because it commemorates a time when they fought for the right to practice their religion freely. Hanukkah is rich in history and tradition. It's



history goes back to a time over 2,000 years ago. A foreign ruler named Antiochus the 4th and his military commanders controlled the Jews, and ordered them to renounce their religion.

According to Dr. John Long, Head of Philosophy and Religion, a Jewish priest named Mattathias was told by a foreign soldier to sacrifice a pig, but he refused. Mattathias was told that if he didn't, the village would be killed. Mattathias, again refused, but then a townsman offered to do it for him. Mattathias killed the townsman, and the military commander, and started a rebellion. The rebellion was called the Maccabean because a small group of Jews inspired by Mattathias rebelled, and won.



During the rebellion, the Temple in Jerusalem, the Jews' holy place was desecrated. The Jews rededicated the Temple. Long says that is what Hanukkah is all about.

"It commemorates the cleansing of the Temple after it was desecrated," he said.

During the rededication the Jews relit the Menorah in the Temple, but only had enough oil to burn for one day. Miraculously, the Menorah stayed lit for eight days.

Because of this, foods are cooked in oil during Hanukkah. Some of the foods that are made are: latkes (potato pancakes), Hanukkah dough balls, and Sufganiyot, doughnuts made with apricot or strawberry preserves.

Traditionally, children are given gifts on each night of Hanukkah, and games are played. Hanukkah is not only celebrated in Israel, it has become widely observed in the United States.

Ramadan

Another religious celebration is Ramadan, which is celebrated in Islamic cultures.

"Ramadan is called the month of blessings," said Dr. Zubair Mohamed, Associate Professor of Management and Information Systems. "It is a time that the Holy book, the Koran, descended from Heaven and was completed."

Mohamed said during Ramadan 29 or 30 days of fasting is required. There is a difference in the duration of Ramadan because the Is-

lamic countries follow a lunar calendar, which has 29 or 30 days per month. The period of fasting is from sunrise to sunset. A feast is held afterward. Those who are exempt from fasting are small children, nursing mothers, the elderly, and the sick. Those who are exempt are required to feed the fasting people during the time of feast. The punishment for breaking the fast intentionally is to feed 60 people or fast for 60 days.

Mohamed said the experience gives a person a spiritual uplift. "The bond between God and that person strengthens. It makes you remember God more during this time, and the rewards are greater during Ramadan."

Prayer is one of the most important things in Islam. According to Mohamed, Muslims are required to pray before sunrise, past noon, after sunset and at night. During Ramadan, there are extended prayers called Taraweh prayers. During these prayers an Imam, or priest, leads the prayers and everyone stands behind him and prays. He recites the Koran, and one of the followers, who has memorized it makes sure that the Imam doesn't make any mistakes.

Mohamed said that during Ramadan, a person builds discipline.

"It humbles you," he said. "A person feels hunger and suffering like those who are less fortunate feel all the time, so they understand what it feels like."

Mohamed said that because they understand the suffering it makes them want to do good deeds, and give to those less fortunate.

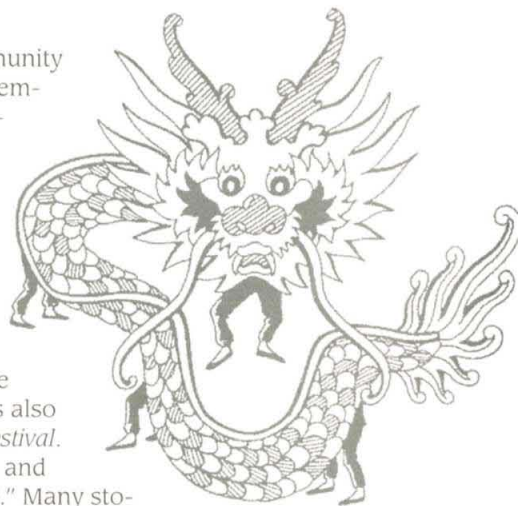
Chinese New Year

The WKU community has a number of members of Chinese origin, and for them, the Chinese New Year is a special time. Pronounced as "xin nian," Chinese New Year always falls on the date marking the beginning of the spring and thus it is also called the *Spring Festival*. "Xin" means "new" and "nian" means "year." Many stories surround the origin of "nian," which is actually the name of an animal.

The celebration of the Chinese New Year may last only a few days including the New Year's Eve, a very carefully observed holiday. Supper is a feast, with all the family members coming together.

Children love this time because they receive money from the parents and the families' elders.

The Chinese Student Association at Western hosts a "Chun" "Jie" or Spring Festival party each year. Students from China and from Taiwan come, as well as visiting scholars, Chinese-Americans and Americans.



American Christmas

Dr. Erika Brady, WKU Professor of Folk Studies, chats with On Campus about the origins of American Christmas

One of the interesting things about Christmas in the U.S. is that we have some dilemmas in our mainstream culture that few other countries have. We have a high level of diversity, but we have a cultural commitment, at least in theory, toward inclusiveness. We have a constitutional mandate to separate church and state. We're also a capitalist society, where the profit motive and the marketplace play a role in any sort of big event or holiday. So we have a lot of things to juggle.

Many aspects of Christmas that were both ethnic and religious in origin have become secularized to present a kind of generic American mainstream Christmas. It's non-religious in nature, and people feel relatively comfortable celebrating it in a diverse culture. It's relatively easy for immigrants to acculturate to it without violating their own religious beliefs.

Of course, there are people who don't celebrate Christmas, and don't do so emphatically. The cultural and economic forces surrounding "American Christmas" are overwhelming, and in some circles there is vigorous resistance to them even in their most secular form. The ACLU gets very busy around Christmas time, and it's not necessarily because they are irreligious; they see it as a threat to the separation of church and state. There's a lot of conflict about the question of creches and Christmas scenes on public property. This is disputed vigorously every Christmas and is an area in which some of the basic tensions in our society are played out symbolically in very interesting ways.

For most people, because the religious aspect is separate from the secular aspect, there is a way to participate in some "Christmas" celebrating, if only by an exchange of gifts or a party. The religious aspect has been personalized and worked out on the family level: families attend worship, and church communities have special ceremonies and traditions.

The major year-end holiday hasn't always been Christmas, even for people of European background. There has been a big year-end holiday longer than there has been a Christmas. Christmas is a major holiday for reasons not only



Erika Brady and students in the Folk Studies program celebrate Santa Lucia Day, a Swedish holiday observed December 13.

religious; it is also tied up with the notion of "American Christmas."

The Roman Catholic Church established the present date of Christmas in the Fourth century, probably in recognition of an already-established Christian celebration. There was increasing interest in the church at this time concerning the human as well as the divine aspect of Jesus, and in the Virgin Mary as the mother of Jesus. Given these interests, the circumstances surrounding the birth seemed to call for some special celebration. But the celebration fit very well into the Roman Church's agenda; Rome was beginning missionary activities. The Roman missionaries were under instruction to take the native customs and adapt them to Christianity.

The missionaries found indigenous holidays celebrated in connection with the winter solstice. An enormously popular religion that predated Christianity, Mithraism, had origins in the Middle East, and was popular among Roman soldiers. Mithras was a hero-god who was sacrificed and was strongly associ-

ated with the sun. The Mithraic holiday of the winter solstice was called the "Feast of the Unconquerable Sun" (Sol Invictus). Mithraism was well established in the Roman Empire and surrounding areas, and readily appropriated by Christian missionaries.

In German countries the celebrations played out a little differently with an emphasis on the lengthening days. That certainly is sun-related, but lengthening days is of greater significance when you're in a part of the hemisphere where you essentially have 24 hours of darkness in midwinter.

The Roman celebration of Saturnalia was a period in which notions of privilege were turned upside-down. Children and slaves had special privileges during that period. The Christian celebration of the Feast of the Holy Innocents—the children who were killed by Herod when he was trying to find the baby Jesus—was celebrated all over Europe as a kind of feast of the overturning of normal authority. For example, the kids ran the schools for the day. In the convents one of the youngest religious was appointed abbot for the day, and all sorts of pranking and joking was acceptable.

In many places there is a special time of the year when beggars (or people dressed as beggars) have the privilege to ask for and receive things, similar to what we now find in connection with Halloween "trick or treat." In mainstream American society the practice hasn't caught on at Christmas, although caroling is a variation on the mendicant (begging) tradition. In the American Southwest, there's another variation on the mendicant tradition at Christmas, Las Posadas, which is a reenactment of Mary and Joseph going from inn to inn looking for a place to stay. Two people, dressed as Mary and Joseph, accompanied by a group of people who sing, go from house to house and are given things to eat, moving on until they come to the house where they can "stay," and there is a big party.

Certain characteristics of "American Christmas" once ethnically marked, are now mainstream. For example, the introduction of St. Nicholas or Santa Claus was by way of the Dutch or the Germans. The term we use, "Santa Claus", is closest to Sinter Klaus, which is Dutch. The "Santa" tradition probably arrived in the U.S. by way of the Dutch settlements in the New York area, but there were German settlers in North America much earlier. The Feast of St. Nicholas, important in winter celebrations throughout Europe, was particularly popular in the German countries. Even today you will find St. Nicholas celebrations in German-settled areas of the U.S. that are somewhat separate from Christmas celebration, and Santa Claus is not necessarily identified with St. Nicholas. St. Nicholas is tall and gaunt, usually bearded, but there's nothing jolly about him at all. He's really quite scary, accompanied with the whole notion of reward and punishment. When you talk to older people who lived in rural German communities where the visit of St. Nicholas was a feature, they did not look forward to it.

The Christmas tree seems to have been a German introduction. There may have been Christmas trees in the U.S. prior to the 1830s, but that date reflects the point at which references to them start appearing in community regulations prohibiting the cutting of Christmas trees in particular areas. It was more firmly established as a middle-class fashionable custom when Queen Victoria and her family had a Christmas tree. Her husband, Prince Albert, was from a German duchy.

During winter in the rural communities of the American colonies there wasn't much farm work, so Christmas was a popular time for weddings, predominantly Protestant, however. Catholics observed a penitential season, Advent, four weeks before Christmas. Thus, it was inappropriate to have a wedding then.

Prior to emancipation, it was customary in all but the harshest slave-owning situations that the period between Christmas and The New year was not a working period. It was a period when new cloth for new clothes was provided; more food was available and sometimes drink. It was very precious to the enslaved communities, because it was the only holiday they had except for funerals. There is a wonderful account of the African-American farm year in terms of food practices by a woman named Edna Lewis, and she wrote with a special affection about that period between Christmas and New Year. Women cooked like mad up to that point and then their families ate what was already prepared so that they would have time off from the kitchen. There was a ham to eat, and there was leftover turkey, and all of the sweet things. It was a period of visiting and rest. That's not untrue for other parts of the population but it was particularly valued in African-American farm communities. There is a kind of traditional memory of the preciousness of that from the pre-emancipation period.

Lewis recounts that children basically could eat anything for that period, but she said it always came to an end after the New Year.

"American Christmas" is extremely syncretistic. It draws on many sources, and then exports new ideas back out to many places because of the globalization of American culture. Many of the markers of mainstream American Christmas are evident in countries where you wouldn't expect them.

The image of Santa Claus is almost universally recognizable, even in places where the notion of American Christmas is said to represent demonic forces and materialism, such as some of the Islamic states.

So have a merry Christmas—or don't. But whatever you do, be merry. Merriment is one of the great gifts we can give ourselves, a healthful, life-giving thing that brightens our lives and confounds our enemies no matter when or how it comes.



Pre-1917 German Christmas postcard, depicting St. Nicolas with switches.

When you talk to older people who lived in rural German communities where the visit of St. Nicholas was a feature, they did not look forward to it.

Extending the Spirit Statewide

BY KIMBERLY SHAIN PARSLEY

Western Kentucky University values its long-standing tradition of providing postsecondary services wherever there is need. Honoring this commitment has meant connecting WKU with other areas of the state in need of educational outreach, despite the miles that separate such communities from the WKU campus.

Through its devotion to ensuring accessible, quality educational opportunities to all who seek them, Western has helped many counties in the state to increase the number of much needed and highly valued teachers and nurses, as well as other professionals whose Western experience has allowed them to better serve their communities. One way that Western achieves this goal is by having an active presence in various areas. The Western Kentucky University extended campuses in Glasgow, Owensboro, Ft. Knox and Elizabethtown serve to bring a higher standard of education and create a higher quality of life to people across the Commonwealth.

Glasgow

As early as the 1970s, Western maintained a presence in Glasgow to assess and meet the educational needs of that community and its surrounding areas. The partnership between Western and the Glasgow community began with just a student worker in a small office in the back of a shopping center. In 1988, Western's Glasgow campus moved to its present location in the old Glasgow city schools building.

"We went from offering just very basic general ed. courses to now offering 300 and 400 level courses, as well as Master's level courses," said Juanita Bayless, Interim Director of the WKU Glasgow campus.

The WKU Glasgow campus serves about 1400 students in the eight county area that extends from Barren County to the eastern border of Clinton County, and south to the Tennessee state line. About half of all courses are offered as evening classes to make them accessible to the many non-traditional students enrolled. A growing number of degree programs offered in Glasgow can be completed without travelling to the main WKU campus. Associate's degrees in general studies and nursing, and Bachelor's degrees in elementary education and social work (with the exception of the internship) are a few examples of programs contained entirely within the Glasgow site. Eighty students are currently obtaining Master's degrees.

"What we have going is a really positive growth factor," said Dr. Bayless. "As our student body increases, we are able to support more classes. As we have more classes, we have more people coming because the classes are more



Rendering of the new Glasgow campus

accessible. We will continue to evolve as we have, fulfilling needs as our student body dictates."

A part-time office associate operates as an extension of the Glasgow campus in Albany in Clinton County to work with the people there, determine the educational needs of that area, and relay that information to Dr. Bayless in Glasgow. This established presence in Albany will allow Western to have a role in the Clinton County Learning Center, a newly dedicated project made possible by the Federal Empowerment Zone.

"We look forward to working toward our mutual goal of increasing educational opportunity to the citizens of this region in the very near future," WKU President Gary Ransdell said at the Oct. 10 groundbreaking for the Clinton County Learning Center. "We recognize the need for accessibility of classes for elementary and secondary teachers, guidance counselors and school administrators, and we will be working on delivery of services to this very important group."

Dr. Bayless said that increasing delivery of classes to the more rural regions of the state is a difficult but crucial part of the extended campus system. Though the Internet and other electronic media have great potential in the area of distance learning, Bayless said that many areas have poor access to the internet or no access at all. She said that most libraries in her coverage area have only a few computers with Internet capabilities. She said that the demand for those computers is so high, many libraries have had to implement time limits of 20 or 30 minutes per person.

"The Internet will in time make education more accessible to the eastern counties within our area," she said. "We encourage students to use any and all alternate delivery

modes, but they must have access to the Internet to be able to take advantage of that course delivery method."

Bayless hopes the South Regional Postsecondary Education Center (conventionally known as the Glasgow Center) will be that much-needed link between the people of her region and the wealth of educational opportunities that the Internet can provide.

The Center, one of five created by the Kentucky Higher Education Reform Act, will be located on a 30-acre site next to Barren County

High School and is a joint project between Western and the Kentucky Technical and Community College System. It will house general purpose classrooms and labs for a relocated WKU-Glasgow Campus as well as technology classrooms to be operated by the Kentucky Advanced Technology Institute. The Center is scheduled for completion by August 2001.

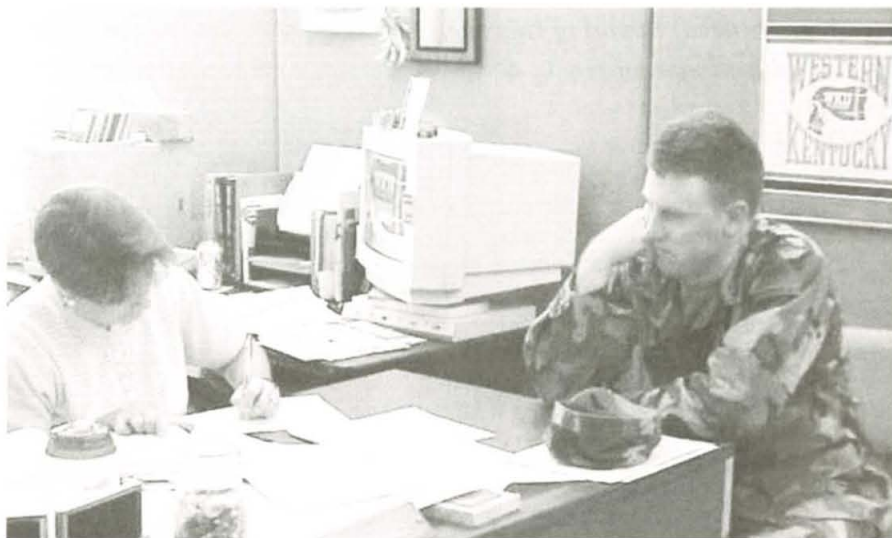
"It's a collaborative effort," Bayless said. "What we will have is one student body being provided a multitude of choices, and those choices originate with two different institutions—Western and the Technical College."

Students at the Glasgow Center will share resources regardless of which institution they are attending. One library, one computer lab, and one bookstore will meet the needs of all the Center's students. Western will provide academic advisement for all students. Bayless hopes the increased availability of computers and Internet capabilities provided by the new center will help students take classes through the Kentucky Commonwealth Virtual University.

Western Kentucky University has made a home in Glasgow, both giving and receiving support from the community. WKU Glasgow regularly sponsors blood drives, Christmas angel trees and participates in the annual American Heart Association Heart Walk. Last year, the campus collected over 400 Teddy bears for the local spouse abuse program, and students contributed more than 900 hours of tutoring and mentoring to youths in the area.

"The Glasgow community is very supportive of the campus," Bayless said. "You could not be more wel-

Western has helped many counties in the state to increase the number of much needed and highly valued teachers and nurses, as well as other professionals whose Western experience has allowed them to better serve their communities.



PHOTOS COURTESY OF EXTENDED CAMPUS PROGRAMS

come in an area. I think it's very important for us as a campus to give back to the community something that we have in return for how much they extend to us. I think it's very important for the students to realize that part of their growth and development is learning to make time to contribute to their communities' needs."

Elizabethtown/Ft. Knox

"There is a large number of non-traditional students who need an opportunity to pursue higher education," said Dr. Elmer Gray, Dean, Graduate Studies, Research and Extended Programs. "To a great extent, the economic future of Kentucky depends upon advancing education and technical skills of the nontraditional students who will be best served by some form of distance education."

The Elizabethtown and Ft. Knox areas serve a very specific group of nontraditional students. The programs offered by the Elizabethtown/Ft. Knox

campus are designed to meet the needs of active military personnel and their families, as well as general community needs.

According to Dr. Ronald Stephens, Director of the Elizabethtown/Ft. Knox campus, 200 of the 620 students enrolled in WKU Elizabethtown/Ft. Knox are military service members or members of their families. "Most military posts have what's called a continuing education center. They hire a staff who work with the colleges in the area or around the country who can come and provide a needed educational component for the military population. This is the Army Continuing Education System," Stephens said.

Army counselors work closely with Western to assist soldiers in their endeavors to continue their educations. The ACES program also provides tuition assistance for soldiers.

"The Service Members Opportunity College Army Degree program

tries to develop programs that enhance completion of degrees for soldiers," Stephens said. "They solicit applications from universities interested in participating in this program." The Ft. Knox Extended Campus Program was recently approved to offer the Service members Opportunity College Army Degree Bachelor of General Studies degree with an Area of Emphasis in Social and Behavioral Sciences. This Program is designed to accommodate the special circumstances of service members by allowing the degree to be completed at other colleges without encountering undue transfer problems. The program also awards credit for certain military training and experience, thereby reducing the number of courses required to complete the degree. The program is also available for military family members.

Stephens said this program is becoming very popular among soldiers, with 90 having enrolled since the program was approved last year. He said many military service members choose to work on their graduate degrees, choosing most often the MBA or Master's of Public Administration degrees.

Traditionally, Western's focus has been on providing the much needed service of teacher education. Originally, this was the motivation behind bringing the resources of WKU to areas away from Bowling Green. "There were a lot of Western graduates out in our regions who were teachers and needed to work on their master's degrees, so Western began to take the master's degree for teachers out in the communities," Stephens said. "That was the first emphasis in bringing programs off campus. That still represents a significant number of our student population."

Stephens said Western offers about a dozen master's degree programs at the Elizabethtown/Ft. Knox campus. This allows teachers in Hardin County to complete their Master's degrees and Rank I requirements while continuing to work. Stephens said that Of about 620 students, 425 are graduate Students. 350 of those are teachers or school administrators.

The demand for teachers in Hardin County is high, as it is the fourth largest school district in Kentucky and includes several school systems.

"Having Western in the area has had a major impact on the community," Stephens said. "There's a big Western alumni presence in this area. They have a lot of influence and they enjoy seeing Western's presence here in this extended campus."

As in Glasgow, Elizabethtown will soon be the site of a regional postsecondary education center. This center will be a collaborative effort among the Elizabethtown Community College, Elizabethtown Technical College, Kentucky Commonwealth Virtual University and Western. The new building will be on the KCTCS campus's current location and will include space for Western.

Owensboro

"The first off campus programs were in Owensboro where cooperative arrangements with local colleges en-



abled library resources to be made available to students," Dr. Gray said.

Marilyn Brookman, Director of the WKU Owensboro campus, said that of the 66,300 adults in the Owensboro market area, only 25 percent are college graduates. "So there is work to do in providing higher education locally," she said.

All Western courses and programs in Owensboro begin at the junior level of college and go through the graduate level programs. Freshman and sophomore level courses are not offered so as not to duplicate public education endeavors in the area, because the Owensboro Community College already provides those services.

The Owensboro campus has a history of working with other postsecondary institutions in the area—Owensboro Community College, Brescia University, Kentucky Wesleyan College and the Owensboro Junior College of Business—to provide accessible educational opportunities to the people of Owensboro and its surrounding counties.

During the fall 2000 semester, the Owensboro campus had an enrollment of 609, with 388 of those students participating in Master's courses.

Master's Degrees available in Owensboro include: Education (Elementary, Middle School, Secondary, School Administrator, School Counselor, Higher Education), Business Administration, Nursing, History, English, Mental Health Counseling, Rank I Programs (Elementary, Secondary, Counselor, Administration), Specialist in Education (Counseling, Elementary, Secondary, Administration), Public Administration, and partial programs in Communications and Student Personnel Services in Higher Education.

"These Master's Degrees are offered to assist members of the business, education and health communities, so they may continue their educations while pursuing their careers," Brookman said.

She said the majority of students at the graduate level consists of teachers, administrators, business managers and even some physicians and pharmacists seeking MBAs.

"The WKU Owensboro Campus contributes to the community in a variety of ways," Brookman said. "We make quality education available at a reasonable cost in a convenient location."

PROFESSIONAL ACTIVITIES

Accounting

Dr. Nace Magner, Accounting, **Dr. M. Afzalur Rahim**, Management, and **Mary Magner**, Allied Health and Human Services, presented papers at the Academy of Management Annual Meeting in Toronto, Canada. Rahim and N. Magner presented the paper "Employees' desire to commit to, and stay with, organizations: Does the 'three-way justice interaction' effect influence this?" N. Magner and M. Magner presented (with Joel Brockner and Larry Heuer) the paper "Do outcomes matter more when procedural fairness is high or low? It depends on the dependent variable."

Dr. Steve White was elected to the Board of Directors of the Accounting Information System Educators' Association at its 2nd annual Conference and Seminar, held in Denver, Colo., July 31 through August 4.

Dr. Harold Little served as moderator for the management accounting research session on *Nonfinancial Performance Measures* at the American Accounting Association Annual Meeting. Dr. Little served on a panel that discussed dissertation and emerging student strategies at the annual meeting of the Ph.D. Project's Accounting Doctoral Student Association Conference held in Philadelphia, Pa.

Economics and Marketing

William A. Parsons Jr., Director of Global Business and Entrepreneurial Studies at Western Kentucky University, was honored by the Bowling Green Area Chamber of Commerce with the 2000 Global Business Advocate of the Year Award.

Parsons, who is also chair of the International Task Force in the Gordon Ford College of Business, lived and worked in 40 countries in 21 years as a business manager. He serves as an international business consultant and has made numerous presentations in the United States, Europe, South America, and Asia.

His primary teaching areas are entrepreneurship, international marketing, and contemporary global business issues. His current research focuses on developing countries in South America

and East Asia. Parsons is a member of the Kentucky World Trade Center and recently was appointed to the U.S. Department of Commerce, Kentucky State District Export Council.

Communication Disorders

The entire department presented at the American Speech and Hearing Association annual convention in Washington, D.C. last month.

Dr. Barbara Brindle, **Dr. Frank Kersting**, **Dr. Amit Baja** and **Mary Lloyd Moore** presented *Web-Enhanced Instructions and Student Perception of Factors Affecting Training* and **Dr. Stan Cooke** and **Dr. Joseph Etienne** presented *Web-Based Instruction in Communication Disorders*.

Department of Educational Leadership

Dr. Aaron W. Hughey and **Dr. Rose Mary Newton** at the University of Alabama presented their program, "The Influence of School-Based Financial Awards and Informal Rewards on Teacher Attraction to School Council Membership," at the 2000 Convention of the University Council for Administration, November 3-5, in Albuquerque, New Mexico.

Donald R. Nims, Ed.D, recently published "Violence In Our Schools: A National Crisis," in D.S. Sandhu & C.B. Aspy (eds.), *Violence In American Schools: A Practical Guide for Counselors* (pp. 3-20). Alexandria, VA: American Counseling Association. *Counseling on Axis V: A Solution-Focused Approach* (2000). Kentucky Counseling Association Journal, 19, 23-29.

English

Jane Olmsted, Professor, authored "Black Moves, White Ways, Every Body's Blues: Langston Hughes' 'Ways of White Folks' in *Black Orpheus: Music in African American Fiction*, published by Garland, 2000.

Dr. Olmsted also was Workshop Facilitator for "Funding for Women's Studies in the 21st Century." National Women's Studies Association, in Boston, Mass.

Deborah Logan, Professor, presented a paper at the Martineau Society

Conference at Harris-Manchester College, Oxford, "Harriet Martineau and the True-Hearted Englishwomen" and "Fighting a war of words: Harriet Martineau and Civil War Journalism" at the Research Society for Victorian Periodicals in London.

She also has two forthcoming books, editor of a critical edition, reprinting Harriet Martineau's *Illustrations of Political Economy*, Broadview Press, 450 pp. Typescript, and "Harriet Martineau and America's martyr Age: Selected Writings on Civil War America," Northern Illinois University Press. 450 pp. Typescript.

Joe Glaser, Professor, taught a class for the Cooperative Center for Study Abroad on "Literary Landmarks and Landscapes" in London this summer from July 6 to August 7. Sixteen students attended including some students from Western. The class included field trips to Winchester, Stratford, and Bath.

Dr. Glaser's paper, "The Metamorphoses" Ovid's Anti-Epic," presented at the Kentucky Philological Association meeting, was judged best in its section.

Katherine Green, Associate Professor, read "The Regimes of Harmony in Elizabeth Inchbald's *Every One Has His Fault*" in Aberdeen, Scotland, at the British Society for Eighteenth-Century Studies Conference.

Lee Spears, Professor, presented "Convention and Variations in Solicitation Letters of Nonprofit Organizations" at the 65th annual conference of the Association for Business Communication

Lesla Dill, Professor, received the Special Recognition Award for the BG American Red Cross for Volunteer Services for June 2000.

Loretta Martin Murrey, Professor, presented the video documentary *A Woman Named Joy* at the 2000 joint meeting of the Popular Culture Association in the South and the American Culture Association in the South in Nashville, TN.

Government

Dr. Robert Compton's book, *East Asian Democratization: Impact of Globalization, Culture and Economy*, was published by Praeger Publishing Co., October 2000.

Management

Dr. M. A. Rahim, Professor, presented the following papers: "Managing conflict in NGO: The U.S. Experience," presented at the International Conference of the Korean Association for Public Administration on "New Relationship between the government and NGO in the 21st Century," in Seoul, South Korea; "The effects of distributive, procedural, and interactional justice on commitment to and intent to leave an organization: Testing a three-way interaction," presented at the annual meeting of the Academy of Management, in Toronto, Canada; "Managing conflict in fast-changing organizations," presented at the 7th annual International Conference on Advances in Management, in Colorado Springs, CO; "Organisational learning, quality and effectiveness," keynote speech presented at the 5th International Conference on ISO 9000 and TQM. (Proceedings, pp. 304-310, edited by S. K. M. Ho & C-L Chong) at the Hong Kong Baptist University; "Organizational conflict, learning, and effectiveness," presented at the Nanyang Business School, Singapore.

Nursing

Carrie Morgan, Assistant Professor, received a \$1000 grant from the Alamo Breast Cancer Program to attend the 23rd Annual San Antonio



Dedication ceremonies were held last month for Meredith Hall, a residence hall on campus named in honor of former WKU president Thomas C. Meredith.

Breast Cancer Symposium held in San Antonio, Texas on Dec. 5-9. Morgan served as an Advocacy Delegate.

Philosophy and Religion

Professor **Jan Garrett's** translation (from the French original edition), *Aristotle and the Theology of the Living Immortals*, by Richard Bodeus of the University of Montreal, was published by State University of New York Press (Albany NY, September 2000).

Public Affairs

Sheila Conway Eison, Director of University Communication and Editor of On Campus, received the Partnership of the Year Award from the Kentucky Department for the Blind at that agency's annual conference on Nov. 8. The award is given to an individual who contributes to the mission of the Department for the Blind by hiring an individual with a visual impairment.

Kimberly Shain Parsley, Communication Specialist and Assistant Editor of On Campus, received the Personal Achievement Award from the Kentucky Rehabilitation Association on Nov. 2, and the Vocational Achievement Award from the Kentucky Department for the Blind on Nov. 8. These awards are given to an individual with a disability who has overcome physical and other obstacles to employment to reach a set vocational goal.

Public Health

Dr. Richard Wilson, Dr. Lisa Lindley, and Dr. David Dunn had a grant proposal entitled "Health Education Assessment in Local and State Health Departments" funded in the amount of \$28,736 from the Kentucky Department for Public Health.

SABBATICALS

College of Business

Thomas Wisley, Econ & Mkt, Fall 2000
Gabriel Buntzman, Mgt. & Info. Sys, Fall 2000

College of Education

Sam McFarland, Psy, Spring 2001
Shula Ramsay, Psy, Fall 2000
John O'Connor, Psy, Summer 2000

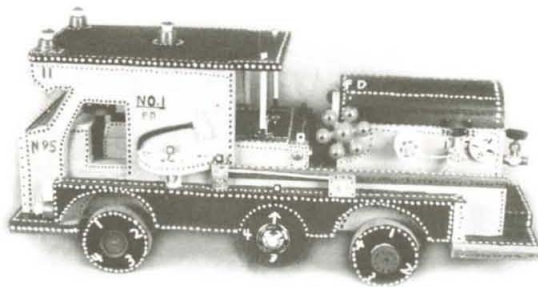
Potter College

Cassandra Pinnick, Phil & Rel, 2000-2001 academic year
Laurin Northeisen, Art, fall 2000
Ron Eckard, English, Spring 2001

Melissa Stewart, MLIS, Spring 2001
Lou-Ann Crouther, English, Spring 2001

Ogden College

Daniel Biles, Math, Fall 2000
Daniel Jackson, Ind Tech, 2000-2001 Academic Year
Sylvia Pulliam, Comp Science, 2000-2001 Academic Year
Celia Byrant, Nursing, 2000-2001 Academic Year
Cheryl Davis, Biol, Fall 2000
David Stiles, Agri, Fall 2000
David Keeling, Geog & Geol, Fall 2000



KENTUCKY MUSEUM HOSTS

African-American Folk Art Exhibit

Fire Engine – 1980s – Mixed Media—by Marvin Finn, who was born in 1917 in Clio, Ala. Finn learned to carve as a child from watching his sharecropper father. Once grown, he moved to join one of his nine brothers in Hazard, Ky., then migrated to the Louisville area around 1944. He has lived in Louisville since the early 1950s, currently in the Smoketown area. Finn began making toys for his children, including intricate machines with moveable parts. For many years, he has made painted wood sculpture and is probably best known for his brightly painted plywood roosters. He makes use of inexpensive or found materials when possible.

The Kentucky Museum is honored to host an exhibit of work by ten self-taught African-American artists who were either born and raised in this state or spent the major part of their lives in Kentucky.

This traveling exhibit, originally developed by the Kentucky Folk Art Center at Morehead State University, will be available for viewing January 2, 2001; however, opening activities will take place later in the month as a part of The Kentucky Museum's Black History Month observance.

"African-American Folk Art in Kentucky" offers a sampling of the diverse creative expression of the folk artists whose work is displayed. The exhibition catalog, which is in color, features essays by two art historians who specialize in African-American art.

One is Dr. Amalia Amaki, who teaches at the Institute of Art History at Spelman College in Atlanta. Amaki writes, "In the final analysis, the work of any of these ten artists may emerge as the quintessential statement on vernacular art."

The other essayist, Dr. Maude S. Wahlman, fellow at the W.E.B. DuBois Institute at Harvard University, con-

cludes her essay by writing, "One has to admire the courage of these artists; the depth of their feelings and creativity, as well as the originality of their arts. One can argue that with its sincerity and improvisation, African-American vernacular visual art is just as important an American contribution to world arts as Jazz or Blues."

In addition to a wide variety of drawings and paintings, the three dimensional work featured in the show includes sculptures made from found objects and driftwood, carvings in the coastal Carolina tradition and magnificent costumes made out of recycled plastic bags.

"These ten artists have unique stories, faced unique challenges in their lives and produced their work out of a very personal artistic vision," said exhibition curator, Adrian Swain.

"They have birth dates from 1906 to 1963 and have worked at various times as housemaid, homemaker, sharecrop-

per, janitor, laborer, builder, social service supervisor, pro-basketball player and mortician. The artists' lives have been as different and as varied as their art," Swain concluded.

Support for African-American Folk Art was provided by the Kentucky Arts Council, Kentucky Humanities Council and the Elizabeth Firestone Graham Foundation.

For more information, call (270) 745-2592 or check the museum's Web site www.wku.edu/Library/Museum/exhibits

All The World's A Stage

The Kentucky Museum and the Department of Theatre and Dance are partnering to present "International Holiday," a children's theatre production written by Bowling Green playwright Mary Hall Surface.

David Young, coordinator of WKU's Children's Theatre program and the play's director, says this charming children's theatre play, which tells stories from Chanukah, Kwanzaa, Christmas in Mexico and the Japanese New Year, is a reminder of why winter holidays are special the world around.

Performances for area school-children are at 9 and 11 a.m., Dec. 7, 8 and 13 in The Kentucky Museum's Galleries K & L. Reservations for school groups may be made by contacting Laura Harper Lee at The Kentucky Museum at (270) 745-6082 or laura.harper.lee@wku.edu

There will be one matinee performance for the general public at 3 p.m., Saturday, Dec. 13. Reservations are not necessary for the weekend matinee.

Admission for all ages is \$1.

Tiger With Tree – 1989 – Mixed Media – by Willie Massey, who was born in 1906 in Salem, Ky., and lived in Brown, Ky., when he died in 1990. As a farmer all his life, he learned how to make things to meet practical needs and also to satisfy his creative drive. Later in life, Massey began making sculpture and toward the end produced numerous paintings. His choice of materials was both practical and ingenious.





Beyond Our Doors!

A brief message from Sue Lynn Stone, University Archivist

The Kentucky Building—you visit Kentucky Museum exhibits, search Topcat 2000 for publications housed Kentucky Library, now learn more about the diaries, letters, church minutes, student research, and organizational records in Manuscripts, Folklife Archives, and University Archives via the internet.

This past summer, Western's inventories to unpublished collections are becoming accessible through the efforts of University personnel and the Kentuckiana Digital Library, part of the Kentucky Virtual Library. In addition to Western's Library Special Collections, finding aids from the Kentucky Historical Society, the Filson Club Historical Society and seven other universities are keyword searchable on the web. Researchers now have the opportunity to identify the journals, letters, and other records which will benefit their studies prior to visiting the Kentucky Building and other repositories across the state.

In addition, the web pages created for University Archives <http://www.wku.edu/Library/dlsc/archives.htm> and Manuscripts and Folklife Archives <http://www.wku.edu/Library/dlsc/mscripts.htm> serve as gateways for exploring our holdings. Through the efforts of the Western Virtual Library and Museum task force, web pages providing image galleries and exhibits will allow off-campus users an opportunity to explore the time capsule that President Cherry first envisioned the Kentucky Building to be when the Kentucky Library and Museum staff first began their work almost seventy years ago.

It is a very exciting time for Library Special Collections as we enhance the accessibility to our manuscripts and archives both within the Kentucky Building and to researchers with internet access. Bookmark the Kentuckiana Digital Library at <http://www.kcvl.org/kentuckiana/digilibcoll/digilibcoll.shtml> or enter through our campus pages, but visit us often via the web and through our doors!

Honoring our Retirees

PHOTOS BY SHERYL HAGAN-BOOTH

Retiring faculty and staff were treated to a variety of fruit, cheese, mini sandwiches and punch at the President's Home during the annual retirees reception.



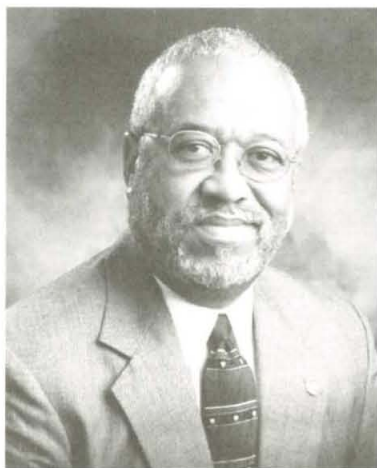
Bill Jenkins (left), former dean of the College of Business; Vernon Martin from Government and Joan Krenzin from Sociology talk about their times at Western. Martin is retiring from the Government Department and Krenzin is on optional retirement from the Sociology Department.

Gerald Graighead (center) speaks with Julia Lee about his 32 years working in the Physical Plant at Western as Melesa Shumate makes sure his cup is full of punch. Paul Underhill (right) also retires this year from the Physical Plant after serving more than 28 years. The retirees reception was held at the President's Home to thank the retiring faculty and staff for their years of service to Western.



A MESSAGE FROM YOUR STAFF REGENT

The fall semester of 2000 has clearly been one of the most challenging semesters for Western Kentucky University in many years. Many issues that have come before us will impact the direction of the University. It has been particularly



Howard E. Bailey

exciting and challenging for me as a new staff regent. After having the same person for the past six years, it is understandable that my presence creates a feeling of uncertainty and possibly even anxiety as others try to predict how I will carry out my new responsibilities.

When I was asked to write this article alongside my friend and very successful English professor, Mary Ellen Miller, I couldn't help but wonder if my fellow

staff members who develop the *On-Campus* publication were not giving me an opportunity to create my own demise. Therefore, I wish to acknowledge that in the past, and more than likely in the future, my leadership skills far exceed my writing skills.

It is extremely important that all of us impress on University decision-makers that a market salary adjustment for those at the bottom of the salary scale be included in next year's budget.

At the present time, I am still adjusting to this new role and realize that there are those who will make comparisons between me and my predecessor. Yet I will attempt to design my role as a staff regent keeping my own strengths and shortcomings in mind. Because I understand that my mid-management administrative responsibilities may have caused many of my colleagues some uncertainty, I will spend a moment or two clarifying what you might expect from me. First, you will always receive an honest answer and I will listen to your concerns and issues. I would expect that my combined college years and employee years (34) will cause me to assess the University from somewhat of a different view than those who have been here a much shorter time. Hopefully, my understanding of Western's history can bring on positive changes as we look into the University's future. As I have stated many times before, my personal goal is to influence the thinking of my fellow board members, build alliances, and work toward making Western one of the best comprehensive universities in the nation. I can, and will, make unpopular decisions when I feel they are right for us.

As I said before, this fall has been a very challenging time for all of us. Some of that has to do with inheriting

problems from a previous era in which we avoided making hard and unpopular decisions that would have been in the best interest of the University. The result might not have been positive resume and vita components for those who were planning to move on. History has proven time and again that when an institution avoids making the right decision because it will be unpopular, the mistake will come back and haunt that institution and be much more difficult to resolve later. Issues such as health insurance, student health services, and the raising of student fees force us to make painful decisions that will impact the future of the University in a manner quite different from any portion of our strategic plan. The best laid plans (*Western XXI*, *New Levels*, and *Challenging the Spirit*) are not crisis management documents, so we had to take the appropriate action.

The next few months will prove to be equally challenging as those in the past, and I would anticipate that budgetary issues coming before the Budget Committee will dominate campus discussion as we move into year 2001. It is critical that all employees keep in mind and focus on supplying the Administrative Council and the Budget Committee with sound and creative ideas which can be formulated into policy recommendations. It is important that everyone understand that problem solving needs to occur prior to the policy recommendation reaching the Board of Regents agenda.

It is extremely important that all of us impress on University decision-makers that a market salary adjustment for those at the bottom of the salary scale be included in next year's

budget. The well-being and potential growth and success of the University is dependent upon having a qualified and competent employee unit at all levels. Hopefully, the Budget Committee understands that this level of salary adjustments cannot be passed off as something that will be looked upon in the future. We must make Western again the preferred place in the city and region to be employed. There has been a great deal of discussion about reestablishing the old Western family and enhancing employee morale. It is my opinion that nothing could make more of an impact on enhancing morale than to have others seeking out employment at Western because it is again the place to be employed in south central Kentucky.

In conclusion, let me ask that we all take the joyous and positive feelings generated during the upcoming holiday season far into year 2001 as we all work to make Western Kentucky University the best comprehensive institution in the country.

A handwritten signature of Howard E. Bailey in dark ink.

Howard E. Bailey

Rewarding Staff Excellence

BY KENESHA JOHNSON

This fall, a selection committee containing members from many different departments at Western chose three staff members to receive the first Staff Excellence Awards. The awards are designed to recognize WKU staff for their hard work and dedication. The recipients received a \$300 cash award, and a recognition plaque.

The categories were Administrative Support (Clerical, Secretarial) Building Services Attendant, and Professional.

This year's recipients were: John Andersland, a Biology Electron Microscope Technician, Sharon Hartz, College of Education and Behavioral Sciences Coordinator, and James Price, Building Services Attendant. The recipients were judged on their professionalism in the work environment, their ability to go above and beyond the call of duty, and their Western "spirit".

What's unique about this award is staff members were allowed to vote for each other.

"I think of no one more deserving to receive a staff excellence award than Sharon Hartz. She exemplifies the qualities of an outstanding employee in every aspect of her work as well as in her personal life," said Cathie Bryant, the College of Education and Behavioral Sciences Office Coordinator.

Hartz said that the 13 years she's worked at Western have been the best years of her professional life. On winning the award Hartz said, "Just being nominated by my co-workers was a great honor. Being part of the strong team we have in the Dean's Circle of the College of Education is a reward in itself."

Hartz's husband and daughter are also employed at Western, and her youngest daughter is a student at the University.

Recipient John Andersland modestly said although he was very honored to get the award, there were others more deserving than he. However it was faculty members like Fredrick Siewers, an Assistant Professor of Geology, and Dr. Ouida Meier, a College of Science, Tech. and Health Project Specialist who thought otherwise.

"I cannot imagine a more deserving or ideal candidate for the first WKU Professional Staff Excellence Award," said Meier. "John's efforts have increased the productivity of faculty, staff, and students, and his willingness to share his expertise with graphic production have literally made Western Kentucky University 'look good.'"



John Andersland, Sharon Hartz, and James Price received Western's first Staff Excellence Awards.

PHOTO BY SHERYL HAGAN-BOOTH

Siewers also agrees that John Andersland is deserving of the award.

"John makes himself totally available to students, regardless of the time of day (or night). His easy-going manner makes it possible for students to ask questions of him without feeling intimidated," said Siewers.

Andersland has been employed at Western since October 1996.

As far as going above and beyond the call of duty, recipient James Price is someone who does his job and more, according to Dr. Vernon Sheeley, an Educational Leadership Professor.

"When I suffered an ankle injury and had to use crutches, Mr. Price carried teaching materials from my parked car up to my office on the fourth floor of Tate Page. I didn't ask him to help. He volunteered!" said Sheeley.

Price has been at Western since August 1992.

The Staff Excellence Award was created to show staff members that their everyday endless efforts have not gone unnoticed in hopes that they will continue to make Western a warm, friendly place to be.

.....
On Campus welcomes Kenesha Johnson, a junior from Henderson, KY. She's a print journalism major, with a minor in English.

The E-Book

A VIRTUAL 'PAGE TURNER'

BY SHEILA CONWAY EISON

I don't succumb to latest trends easily, nor am I technologically astute. Moving aside our Apple Mac Classic at home for a pentium processor just a few months ago was a giant leap, for example. However, I've had a mental itch since last summer to check out, so to speak, this thing called the E-book.

Any On Campus readers have one? May I borrow your book? I can't really gauge how hot an item the E-book has become, but it seems every time I open a latest magazine, there's a new article about it, and every time I read about it, the itch comes back to know more. Just imagine, access to anything you want to read—with the flip of a button!

"Literature's next big revolution will be digitalized. What's so scary about that?" wrote Jacob Weisberg, in my favorite weekly reading adventure, The New York Times Magazine. Weisberg, who is chief political correspondent for the online magazine Slate, and a contributing writer for magazine, is responsible for inciting this riot in my head that won't go away. Why?

First of all, it's right there. "You fall asleep and the book saves your place...and because an e-book doesn't require good lighting or two hands [they're back-lit so you can read in the dark] it is bliss in situations in which a bound volume is an awkward appendage: while eating, in bed, on the StairMaster or in the car at night (with someone else driving, please), I've read more in the past year simply because my e-book has made doing so more convenient," writes Weisberg, who was the first to convince me I needed to check this out. My current reading list includes books strewn all over my house I can't even find—or even remember I have started. There's a Saul Bellow paperback, *More Die of Heartbreak*, by my favorite chair, longing to be finished, a copy on my night stand of Thomas Wolfe's *Look Homeward Angel* I somehow managed not to read in my Great American Novels class 30 years ago, Bobbie Ann Mason's *Clear Springs* I admit I'm having a hard time with (I don't really know where it is), and a study piled with who-knows-what that I've accumulated over the past year. I want to read Alice Walker's autobiography, *The Way Forward is With a Broken Heart* (a lot of it's going around). I'm



also dying for Rosamund Pilcher's *Winter Solstice*, but it's still in hardback, and at 20 percent off at the monstrous discount bookstore that's virtually snuffed out all the quaint, backstreet bookshops, it's still too expensive for my pocketbook.

Pocketbook. Key word. The E-book hasn't caught on enough to replace the written book, the one you can still stuff in your purse or pocket. But you *can* do that too with the E-Book, they say. Joel Dreyfuss has a great article in October's *Modern Maturity* (telling, I know) about features and prices. While they're still too pricey for me just yet, I want to be a part of the revolution, even if my technophobic husband is just discovering e-mail. Our relationship is sealed by our differences.

The first two E-books out there are the Rocket E-Book from NuvoMedia and the Softbook Reader from Softbook Press (both acquired by Gemstar in January 2000). The Rocket book is battery operated, and is about the size of a large paperback and weighs about 22 ounces, holds up to 4,000 pages, about ten books, Dreyfuss says, and costs about \$200. There's a supersize version that holds about five times as much, at a cost about the same proportion, about \$600, but half that if you promise to buy a \$20 book monthly. I won't rush out to buy one of those. Rather, I'll take comfort in the thought that computer prices have already come down in the marketplace, so the E-book will probably follow the same trend. My dad, a young seventy-something (sorry dad) is thinking about buying a computer.

A decade ago he scoffed at the notion.

"If you can wait, a half-dozen other products are in development," Dreyfuss pacifies us. In case I may have lost some readers by now, let me say a word or two about the sanctity of the printed word: It shall not be lost. I know this. How? Just trust me. Not enough? Then consider the analogy, shoes. We'll always need shoes. Well, we'll always need the printed word. In our lifetimes, at least. Do you really think there will be, in our lifetimes, at least, E-menus? E-stop signs? I'm only talking about a convenient way to access one's books. And Weisberg says not to worry about a twitchy screen. Remember the introduction of the printing press when

Gutenberg stirred up the soup, causing so-called "prejudice" against the written word. Glue and binding were not highly regarded by the monks who painstakingly worked at their craft and worried about not having jobs. But then, they found cheese.

If you're still a skeptic, Weisberg also reminds us that in spite of the fact that many of the books downloaded currently fall into the "shallow" range, featuring authors such as Mary Higgins Clark, Michael Crichton and Stephen King, (don't dismiss *The Green Mile*, however) "the availability of new works is still spotty," he says. But you can download FOR FREE via the World Wide Web tons of classics whose copyrights have expired so moneymaking isn't the issue. That's what's kept my attention.

After all, why do we read anyway? It's not so much *how*, but *what*, and the medium, I don't believe, has ever been the message, if you think at all.

Just for fun, I searched the Internet, for "all about E-books," but not being patient, and unable to sit for very long at the computer, I tired of all the hits I found. There was one, however, I thought was fun, a site called the E-book Shop, where new E-books are listed every Monday and which publishes E-books. They offer an enticing membership for E-publishers. Hmm. I could save on yearly copies of *Writers Market*.

What am I doing? Back to the subject of reading, not publishing...

I thought writing about my new interest would calm my itch. My fascination, however, over the subject of E-books and my excitement has only increased. It probably has to do with the way the world began to spin faster at the dawn of the computer age. Look how far we've come, and how we can get so much more done now, and with time at such a premium! I am writing this at home, by the way, and in just a click of the mouse I can attach this to an e-mail to my trusty assistant editor who will rip up my copy and smooth out the rough spots. I'm working, just not at the workplace. I can smoke at my own risk, fix dinner in the microwave

and take a whirlpool bath while the red pen works digitally at the office and Kimberly e-mails me or calls to respectfully express her envy.

My husband just called me on the cell phone (I'm connected to the internet, checking my e-mail to see if the boss has lurked around my locked office door) to tell me he'd spotted my bluebirds as he was leaving the house this morning. I have a passion for bluebirds and put up a house for them last spring when we moved into a new home about ten minutes away from the old place. I had looked for them to move with us, all summer, (a five-minute flight, as the bluebird flies) but they never came. I saw a male and female about a week ago, checking out

my brand new bluebird house. Chuck confirmed they're still around. Hopefully, they'll move in next spring. Why tell you this?

The bluebird carries the sky on his back, wrote Henry David Thoreau, who also wrote:

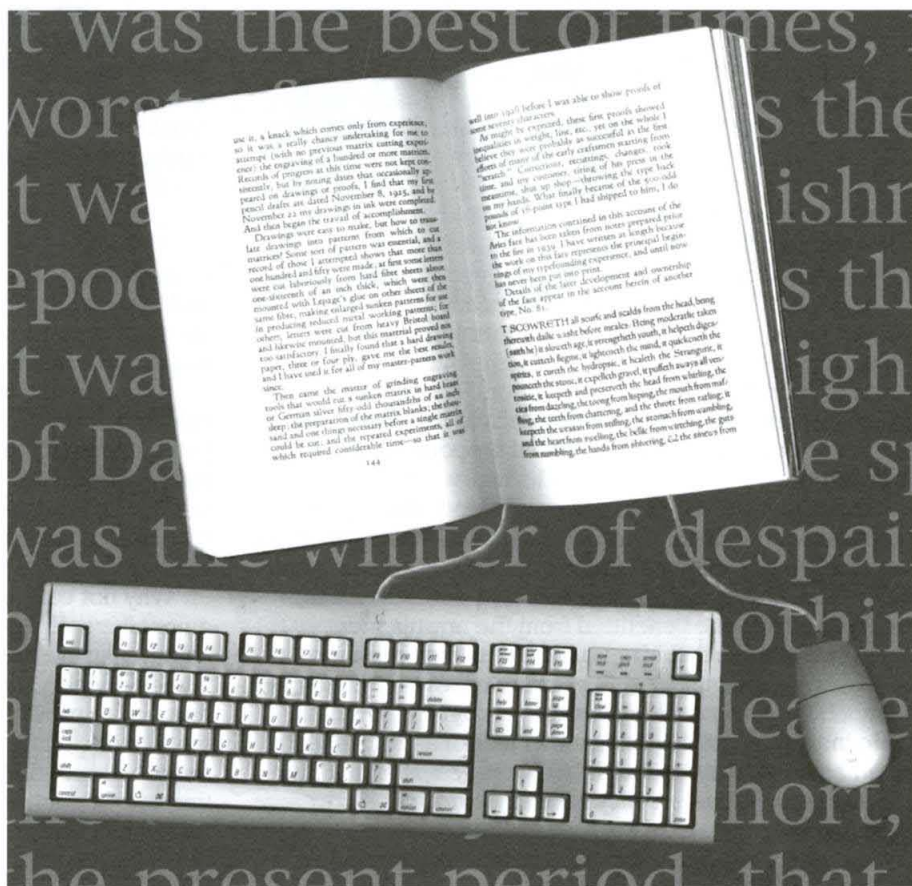
If the warble of the first bluebird does not thrill you, know that the morning and spring of your life are past.

Two reasons why I love bluebirds and one why I love to read.

To me there is nothing more beautiful than a bluebird, unless is it a metaphor that has been woven from words. I don't ever want to lose track of either. My bluebirds are back. With my E-book, I'd have Thoreau.

Dear Santa...

Glue and binding were not highly regarded by the monks who painstakingly worked at their craft and worried about not having jobs. But then, they found cheese.

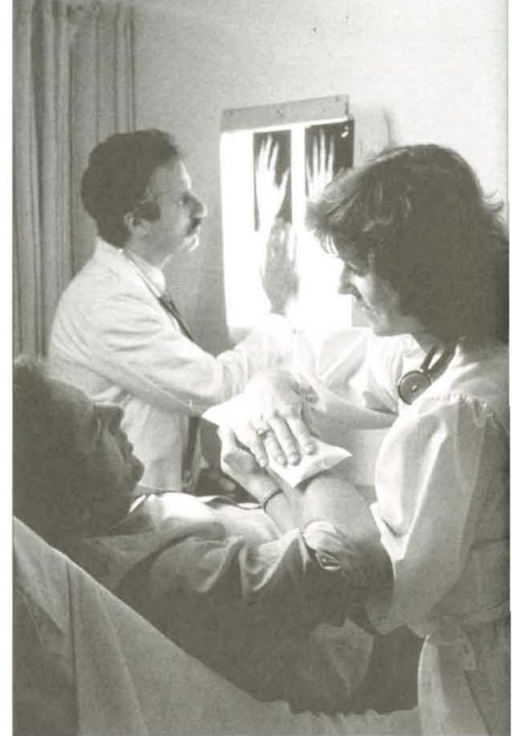


LET'S GET SERIOUS ABOUT

Health Care Reform

BY AARON W. HUGHEY

The percentage of Americans who are living without any medical coverage is at an all-time high and is projected to sharply increase over the next few years. If present trends are not reversed, there will come a time when only the most affluent will be able to afford adequate health care. This cannot be allowed to happen.



At Western, the recommended health insurance increases for 2000-2001—even though recent changes have made it less expensive for individual employees—still constitute a substantial burden to the system. Compared to what looms on the horizon, however, today's imbroglio may eventually be remembered as a only a momentary inconvenience. In short, we are headed for a crisis of unprecedented proportions.

The truth is, regardless of where you are employed, there is a good chance that you are adversely affected by the rising cost of health insurance. It is also a safe bet that you are increasingly dissatisfied with the type of coverage you are getting for your money. Indeed, adequate medical insurance at an affordable price is quickly becoming only a distant memory for those who need it most.

With respect to the future, the prognosis is even worse.

Each year, more and more workers are forced to opt out of their group medical plans. In an alarming number of cases, the cost of family coverage has grown beyond the reach of even middle class contributors. If something is not done, and fairly soon, the coming decade may bring with it economic disaster of unprecedented proportions for many Americans.

There was a time when companies and other agencies purchased group insurance as a way to minimize expenses, both for the organization and the employee, without sacrificing quality. It was a fairly simple idea that seemed to work; i.e., everyone benefitted from the arrangement.

Unfortunately, this is no longer true. In some state agencies, for example, employees are now required to pay as much for group coverage as they would for a comparable individual policy. Being a member of a group should be an advantage, not a handicap. Moreover, it should benefit everyone. A group policy should provide good coverage at reasonable rates for all of its constituents.

Yet whenever those who are shouldering this immense financial burden question their plight, it is usually pointed

out that everything that can be done is being done. In fact, if you listen to the explanations given by many economists and other would-be 'experts,' you are left with the distinct impression that virtually nothing that can be done about the situation.

But is this really the case? The insurance industry, the medical community, and the legal profession all have vested interests in maintaining the system in its present form. Therefore, it should come as no surprise that few alternatives to the present arrangement ever receive serious consideration—a fact which is not very reassuring to those hardest hit by escalating premiums and decreasing personal security.

Please note that the conscientious efforts of those who are trying to deal realistically with the health care crisis are definitely appreciated. Admittedly, the issues are complex and there are no easy answers. At some point, however, we must create a system that is more sympathetic the needs of those who contribute to its existence.

It is high time to direct our collective efforts toward developing proactive strategies which will help our citizens better cope with this potentially catastrophic problem. If our legislators are indeed serious about overhauling the present healthcare system, then there are a number of concrete steps that could be implemented to expedite the process.

Why not consider enacting legislation that would require all employers, both public and private, to provide comprehensive medical coverage for all their employees?

Specifically, companies and other agencies should be required to provide medical insurance for all of their employees (including those who work part-time). If this does not prove economically feasible for some businesses, then the state should simply pick up the difference. In a very fundamental sense, access to high-quality, low-cost healthcare is a basic human right of all citizens. As such, it should not be subject to the same market conditions as

other products and services.

Furthermore, insurance carriers selected to provide healthcare coverage should be required to:

(1) Make a wide range of deductible options available. Obviously, premiums tend to vary significantly relative to the amount of the deductible. Employees should be as free as possible to choose the kind of plan which will best suit their individual needs at a particular point in time.

(2) Provide differential rates based on employees' base salary. Instead of mandating across-the-board fees applicable to all employees, the premium amount should be a standard percentage of the each employee's base pay. The system which currently exists is patently unfair. For some employees, the required premium constitutes a relatively large portion of their gross monthly salary. For others, it is proportionately quite small.

(3) Provide differential rates based on the number of dependents covered by 'family' options. Employees who only want to cover themselves and/or their spouses should not be required to pay the same premium as other employees who need to cover themselves, their spouse, and five or six children.

(4) Provide differential rates for at-risk subgroups within the population. It is widely known, for instance, that smokers are much more likely to need medical care than nonsmokers. Logically, they should be expected to pay a higher premium than others within the same group.

(5) Take age into consideration. Let's face it, older employees are much more likely to incur greater medical expenses than their younger counterparts. That is neither good nor bad; it is simply a fact. A problem arises, however, when those who can least afford to pay exorbitant insurance premiums are forced to subsidize those who should be able to contribute the most toward their healthcare needs.

(6) Provide a comprehensive selection of coverage options. If your objective is to secure financial protection against the economically devastating effects of an extended hospital stay, then you should be able to acquire such coverage at a comparatively economical rate.

(7) Allow employees greater flexibility in deciding where they want to purchase insurance. If they are unhappy with

the group coverage available to them, employees should have the option of taking the amount the company or agency applies toward their insurance and using it to contract with a carrier of their choice.

An indirect way to help employees cope with rising healthcare costs would be to stop mandatory contributions to both Social Security and various state retirement systems. By allowing employees to choose one or the other, more income would be available to meet healthcare needs.

When push comes to shove, there appear to be a number of palpable steps which could help keep healthcare costs to a minimum. The solution does not lie in the 'quick fix' mentality espoused by some legislators and many pundits, nor does the problem belong on the back burner.

Ultimately, the only viable solution to the healthcare crisis may be a general shift toward some form of national coverage. Unless reforms of a somewhat radical nature are undertaken by the states, this will become, by default, our only recourse.

We can deal successfully with the healthcare crisis if we are willing to look objectively at the dilemma and take the bold steps necessary to make life better for everyone.

The issues are complex and there are no easy answers. At some point, however, we must create a system that is more sympathetic the needs of those who contribute to its existence.



Aaron W. Hughey is an Associate Professor in the Department of Educational Leadership at Western Kentucky University.

A note from the editor:

As *On Campus* prepared to go to press, Americans were listening to and watching the debates between the two Presidential candidates, Gov. George Bush of Texas, and Vice President Al Gore. Health care was a particularly hot topic. One of these men will have been elected President by the time this issue of *On Campus* reaches the streets. His administration will have to make hard decisions regarding Americans' Health Care, and those decisions will affect us all. A picture of the nation's health care future, at least for the next four years, will begin to emerge. A picture of Western Kentucky University and health care will accompany it, we can be assured. *On Campus* invites your written input on health care during the coming months. Send (electronically only) to Sheila Eison, Editor, *On Campus* (sheila.eison@wku.edu).

Campaign Passes \$50 Million

BY CAROL CUMMINGS

TWO MAJOR GIFTS ANNOUNCED

Western Kentucky University's Investing in the Spirit Campaign has moved past the \$50 million mark.

According to Tom Hiles, WKU's vice president for Development and Alumni Relations, the campaign now stands at \$50.2 million, which represents 64 percent of the five-year goal of \$78 million.

Hiles announced two new campaign commitments.

Charlie Shuffield of Orlando, Fla., recently made a commitment of \$100,000 over five years to support a number of areas within the University. These include a gift for the Basketball Enhancement Fund and gifts to establish Deans' Funds for Excellence in each of Western's four academic colleges.

The Deans' Fund portion of Shuffield's gift will be matched, dollar for dollar, through the Commonwealth of Kentucky's Regional University Excellence Trust Fund, an incentive fund designed to enhance endowed faculty positions, visiting scholars endowments, and faculty support funds at each of Kentucky's six comprehensive universities.

"Charlie is truly a role model, as his gift's impact will reach across the entire campus," Hiles said. "Though he was a business major, he understands the need to provide increased support for all areas of the University."

Shuffield, a 1966 alumnus, says his gift will provide balance, both academically and athletically.

"Western has a diverse student body," he said. "I'm an ally of all programs. It is hard to say one area is more important than any other one. I wanted to represent all people's interests. I believe balance is important, both in a university setting and in our communities."

According to WKU Provost Barbara Burch, Deans' Funds for Excellence allow

individual colleges to recognize high levels of faculty performance and programs that contribute to the continuing quality improvement of curriculum, students and faculty.

Hiles also announced a \$100,000 commitment from Dr. Bobbie Boyd Lubker and Dr. John Lynn Lubker of Chapel Hill, N.C. This gift will establish the Boyd-Lubker Visiting Scholars program at Western in memory of Dr. George Robert Boyd and Mrs. Lucille King Boyd, the parents of Dr. Bobbie Boyd Lubker, and in honor of the Lubkers.

The Boyd-Lubker Visiting Scholars program will be transdisciplinary, with scholars of interest to colleges across the University invited to speak on the campus. Dr. Bobbie Boyd Lubker said participants could range from physicians, to biological scientists, to industrial or political leaders.

"Both of our careers have been in behavioral health sciences and academe," she said. "We were interested in making a contribution to a university that is on the move and would welcome our involvement and our participation."

The gift will be leveraged by a \$100,000 match by Kentucky's Regional University Excellence Trust Fund.

Although neither of the Lubkers is a WKU graduate, Dr. Bobbie Boyd Lubker's father was president of his WKU senior class in 1931, her mother attended Western, and four generations of her family on both sides attended Western.

"Western made a difference in my father's life, and, consequently, it made a difference in my life," she said.

"The artists, scientists and educators supported through this program will serve to energize faculty and students while offering focused attention on timely issues that experience rapid change," Hiles said.

WKU President Gary Ransdell said he is pleased with the progress Western has made toward the goals outlined in Investing in the Spirit.

"We are particularly grateful for friends and alumni, like Charlie Shuffield and the Lubkers, who are supporting Western in such a generous way," Dr. Ransdell said.

Alumna Remembers Western

Beulah Winchel of Hardinsburg, Ky., has discovered she can support Western in an exciting and unique way. She has established four gift annuities with the Western Kentucky University Foundation.

"Several years ago, I received information in the mail about giving to Western through gift annuities," Winchel said. "It was a way to make a gift and provide a benefit for me as well."

According to Michael Goetz, WKU's director of planned giving, a charitable gift annuity is a contract in which a donor exchanges a gift of cash or marketable securities such as stocks or bonds to the WKU Foundation. In exchange the donor and/or donor's designated will receive fixed payments for life.

"In Beulah's case," Goetz said, "Each gift annuity she has established provides her with a generous rate of income for life, which was considerably higher than she was receiving from bank certificates of deposit or stock dividends. She also enjoys



Beulah Winchel ('39)

a nice current tax deduction each year."

Winchel, a 1939 alumna, fondly recalls her days at Western and exciting professional life that followed. In addition to service in Kentucky as a librarian and teacher, she served several years overseas as a librarian for American military hospitals and dependent schools, living in exciting places such as Germany, Japan, and France. She credits the wonderful training she received at Western to providing the foundation for such a unique professional life.

"My strongest memories are of Dr. Cherry and the chapel assembly programs," she said. "He was an inspiring person, and he was interested in personally helping the students in their endeavors."

Goetz said Winchel's charitable gift annuities are a terrific vehicle of giving for her.

"The quarterly payments do not fluctuate with the economy, so Beulah knows exactly how much income she will receive," he said. "What's more, there are no investment worries for her because the annuity payments are guaranteed by the Foundation for the rest of her life."

Goetz said other significant advantages include tax deduction savings, partial tax-free income, potential capital gains tax savings, and the personal satisfaction gained through making a gift of lasting significance. Winchel's gifts will help fund a series of endowments, supporting various scholarships and programs of interest to her.

"Generally speaking," Goetz said, "The amount of the payment is determined by the age of the income beneficiary and the size of the donor's gift. Obviously, the larger the gift, the larger the annual annuity. Also, the older the donor or other income beneficiary is at the annuity's starting date, the higher the rate of return."

"I was willing to consider a gift to Western because of my experience there as a student," Winchel said. "If I hadn't gone to Western, I wouldn't have been able to experience the things I did later in life."

A gift annuity may be established with a minimum of \$5,000. For more information on gift annuities, contact Michael Goetz at (270) 745-4494.

Gift Will Support Visiting Artists at Western

Western Kentucky University recently announced a \$60,000 gift to create a visiting artists' endowment in support of the departments of Art, Music, and Theatre and Dance in the Potter College of Arts, Humanities, and Social Sciences.

Dr. Jane Bramham, a Bowling Green physician, and Dr. Camilla Collins, professor of folk studies at Western, have created the *Bramham/Collins Visual and Performing Guest Artist Endowed Fund*, which will support visiting artists at Western.

According to Western President Gary Ransdell, visiting artists and scholars endowments are a priority for Western.

"This program will provide us with greater access to distinguished and innovative scholars, artists, and writers," he said. "Through their appointments, these artists can serve to energize faculty and students while offering focused attention on timely issues that experience rapid change."

Dr. Bramham said the presence of an active arts community on campus was a very important part of her college experience.

"We want to make sure that type of experience is available to students at Western," she said. "It is critical in all fields to have outside stimulation, new ideas, and different perspectives. We wanted to give the students and faculty that integral opportunity."

Likewise, Dr. Collins said her experience as a Western professor has led her to realize the effect such outside influences can have upon a university.

"It adds a dimension to the educational perspective that is extremely worthwhile," she said. "It complements what is already wonderful at Western. We care about these areas because they are some of the things that add value to the university."

This gift will be matched with an additional \$60,000 from the Commonwealth of Kentucky's Regional University Excellence Trust Fund.

\$3.5 Million for Scholarships

Western Kentucky University has received a \$3.5 million commitment from an anonymous donor, the second largest gift in the school's history.

According to Tom Hiles, Western's vice president for development and alumni relations, this gift will be funded through the donor's estate plan. This legacy gift will be added to a scholarship program the donor created in 1994. Hiles said the donor, a retired educator and Western alumnus, has already made \$250,000 in gifts to her scholarship program.

Hiles said the donor's gift is significant not only for its size, but that it will provide literally hundreds of scholarships to students who might not otherwise be able to access higher education.

According to Luther Hughes, Western's associate vice president for enrollment management, this fund was established for Kentucky residents with demonstrated financial need. Scholarship recipients must demonstrate leadership through school and/or community service and personal recommendations.

"This gift will significantly impact our ability to continue to enroll academically talented students at Western," Hughes said. "It is also an example of the important role our alumni play in providing scholarships to students who have financial need and who have outstanding academic records." He added, "We are grateful to the donor as this support will provide the avenue for the success of current and future students and is vital to remaining competitive with other universities in searching for the best students in our outstanding academic program at Western."

WKU President Gary Ransdell said Western is deeply appreciative of this legacy gift. "Thanks to the donor's generosity, countless students from Kentucky will receive the financial means of achieving the dream of a college education," he said.

TopNet

WEB-BASED REGISTRATION IS ONLINE

A web-based registration and student information system is now online at Western Kentucky University.

"Web registration has become the state-of-the-art method in higher education and we're fortunate to be able to offer our students this opportunity," Registrar Freida Eggleton says.

TopNet 2000 replaces TOPLINE, a telephone voice response registration system which has been used for the past five years. "Other institutions have found that students strongly prefer the web-based method of registration over the phone-based method," Eggleton said.

TopNet is part of Banner 2000, a larger initiative started about two years ago to upgrade and replace Western's administrative mainframe systems with more state-of-the-art client/server and internet-based systems, said Gordon Johnson, director of Administrative Computing. "Since the system interface is Internet-based, it will be accessible from anywhere in the world," Johnson said.

Students will use the system to register for classes, drop and add courses, update addresses, to view a summary of charges and payments, and access other admissions, academic and finan-



cial aid information. Faculty members and advisors will use TopNet to access class rolls and other academic information.

"Navigation within TopNet is very easy and intuitive," Eggleton said.

Students began using TopNet in October when registration for the 2001 spring semester opened. All students will receive a letter describing the new system and information will be included in the spring schedule bulletin, Eggleton said.

Students will access TopNet through a web browser and will use their student identification number and a personal identification number to enter the system.

Eggleton said TopNet offers several advantages and functions that students will find helpful, including:

- **Class search.** Students can search by subject, time of day, days of the week, campus site and instructor. The class search will identify courses that are full, restricted or cancelled.

- **On-screen system.** On the web-based system, students can see their transactions as they enter them and print a copy when completed.

- **Easier access.** With TopNet, students won't experience busy signals. Students can use their personal computer to access TopNet or use computers in WKU computer labs or other public sites.

- **Extended hours.** Initially TopNet will be available from 7 a.m. to midnight Monday through Friday. Hours may be extended in the future, Eggleton said.

- **Fee payments.** TopNet also will allow students to pay tuition and fees online using a credit card. The switch is changing fee payment procedures.

Effective with the 2001 spring semester, the enrollment confirmation process previously used will be discontinued. Students who register through Nov. 30 will be expected to pay tuition and fees by Jan. 3. Students receiving federal financial aid will be exempt from the deadline.

MANSFIELD NAMED PRESEASON ALL-AMERICAN

Lady Topper forward ShaRae Mansfield (Louisville, Ky./Manual HS) picked up her first award of the 2000-01 season when she was named a preseason All-American in the college basketball preview edition of Street & Smith's Magazine. Mansfield is the first Lady Topper ever to earn preseason All-America honors from the magazine, and she is the only Sun Belt Conference player to appear on this year's 10-member team.

A unanimous all-conference choice last season, Mansfield led the Sun Belt in scoring (18.5 ppg), rebounding (10.6 rpg) and field goal percentage (55.6%), and was one of only four players in the nation to appear in the final

NCAA statistical rankings in all three categories. She was a third-team All-America selection by the Women's Basketball News Service and an honorable mention All-America pick by Basketball Times. She also ranked second in the nation with 22 double-doubles last year.

Western Kentucky University also was recognized by Street & Smith's, which designated the Lady Toppers as one of "The Best of the Rest" in the South region. WKU has seven letter winners and three starters returning from last season's 22-10 team which finished second in the Sun Belt and reached the NCAA Tournament for the 14th time in school history.



At special ceremonies on campus, President Gary Ransdell thanked donors of eight professorships which have been established at WKU. The professorships include the Center Care Managed Care Programs Visiting Professorship in Nursing, the Kenneth E. and Irene S. Hall Professorship in Engineering, the Carroll Knicely professorship in Leadership Studies, the William M. McCormack Professorship in Scientific Research and Teaching, the James D. Scott professorship in Engineering, the J. Clifford Todd Professorship in Longevity and Healthful Living, the Catherine C. Ward Professorship for Women's Studies and the Hays Watkins Visiting CEO Professorship.

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DATES TO REMEMBER

December

I

Children's Theatre-
"Underdogs"
Friday 4 p.m., Sat./Sun. 3
p.m.
Gordon Wilson Hall
Contact: David Young (270)
745-5845

I-3

Dept. Theatre & Dance-
"Dance Studio"
Fri. & Sat. 8 p.m., Sun. 3
p.m.
Gordon Wilson Hall, Theatre
100
Contact: Nanci Hall
(\$1 at the door)

2

"Marriage of Figaro", Act 1
7:30 p.m.
Ivan Wilson Center
Recital Hall
(\$5 adults/
\$3 students)



**Western Kentucky University
148th Commencement Exercises
Saturday, December 16, 2000**

E.A. Diddle Arena

**10 a.m. CST
Honorary Doctor of Science
Will be awarded to**

**Col. Terrence W. Wilcutt
NASA Astronaut**

**Reception immediately follow-
ing in the Downing University
Center**



8

Faculty & Staff Holiday Open
House
3-5 p.m.
Wetherby Administration
Building Lobby
Contact: Lucinda Anderson
(270-745-5309)

I8

Blue Apple Players, "Jo-Jo the
Toy Maker"
10 a.m.
Van Meter Hall
Contact: Blue Apple Players,
1-800-587-7990

II

Final Examinations

I3

"Holiday Depression" CFSF
Brown Bag Luncheon
12:20-1 p.m.
DUC 226
Contact: Larry Caillouet 745-
5202

January

I5

American Theater Arts for
Youth, Inc., "Alice in
Wonderland"
10 a.m.
Van Meter Auditorium
Contact: American Theater,
215-563-3501

I-5

Orientation-Advisement-
Registration
TBA
Various Campus Locations
Contact: Greg Purpus, 270-
745-4242

5

Symphonic Band Concert
7:30 p.m.
Van Meter Auditorium
Contact: Music Department,
270-745-3752

7

Implementing Info. Tech.
Into the Curriculum
Teleconference Series
1:30-3:30 p.m.
Cravens 111
Contact: Jan Meek Phillips
745-6507

I6

Fall Commencement
Ceremony
10 a.m.
E.A. Diddle Arena
Contact: Registrar (270/645-
3551)

8

Spring Semester Classes
Begin

I5

Holiday-Martin Luther King,
Jr. Day
University Closed



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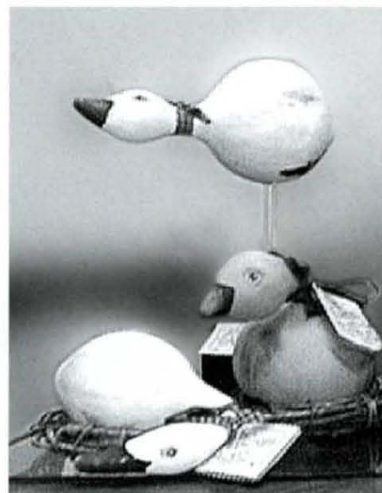
Food items

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